

Intelligent Vision and Strategy

Introduction

Every organisation should have a vision for their business and a short-, medium- and long-term strategy for achieving this goal. Often this vision will be about profitability, growth and shareholder satisfaction but good organisations recognise that this will be achieved through good customer service, high employee satisfaction, skilled and respected staff, differentiation in the market, quality products, organisational efficiency etc. In support of this, organisations will typically have an IT vision and strategy looking at how their enterprise architecture will evolve to help achieve the overall business vision. Some organisations may have included intelligent technologies within this IT vision but often in limited ways or as a response to the hype around certain technologies such as AI and RPA rather than as part of a coherent vision and strategy to achieve their business goals.

Combined Intelligence

Combined Intelligence can help organisations in setting an intelligent technology vision and associated strategy that is driven by the business goals of the organisation as well as working with and enhancing the IT vision and strategy. We combine an understand of the organisations business goals, the current technology landscape and roadmap, a deep understanding of current and evolving intelligent technologies, extensive practical experience of applying intelligent technologies and a collaborative approach that also utilises the skills and business knowledge of the clients own team.

We can look at the breadth of an organisations vision and strategy or focus on a specific area or anywhere in between. A specific area may be:

- A business function such as customer services or finance.
- An application of a certain intelligent technology, such as RPA, machine learning, augmented analytics, chatbots etc.
- Focussed on a business goal, such as improving customer satisfaction.

Where an organisation already has a vision and strategy this will be reviewed and typically extended.

Approach

After any introductory meetings, the Vision and Strategy work will typically progress as follows:

- **Scoping workshop** - The objective of this workshop is to understand how we can best help the client by discussing the current state and then identifying and defining a package of work to agree a defined set of outcomes. This generates a work package description and a commercial proposal. There is no cost associated with completing this stage.
- **Engagement** – A series of workshops and meetings with the client team will be arranged. These will be led by the CI engagement lead with other CI experts supporting as needed. The vision and strategy will evolve incrementally supported through regular engagement with the client team.
- **Outcomes** – These will be agreed as part of the work package but as a minimum will include a presentation back to the client team and typically a documented vision and strategy with a recommendation for next steps.